

CONTRACT



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

<u>Contract / Revision</u> 566347 /		<u>Alt Order #</u>
<u>Product</u> Mayor		
<u>Contract Dates</u> 09/17/12 - 11/04/12		<u>Estimate #</u> 318
<u>Advertiser</u> McAdams/D/Mayor		<u>Original Date / Revision</u> 08/06/12 / 08/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-64		
		<u>Total Ratings</u> 211.50
<u>IDB#</u> 682	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Love Communications
546 South 200 West
Salt Lake City, UT 84101-2304

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/17/12	11/04/12	M-F 530a-6a	530a-6a		:30				NM	12	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				2	\$125.00	1.50			
		Week: 09/24/12	09/30/12	MTWTF--				2	\$125.00	1.50			
		Week: 10/01/12	10/07/12	MTWTF--				2	\$125.00	1.50			
		Week: 10/08/12	10/14/12	-----				0	\$0.00	1.50			
		Week: 10/15/12	10/21/12	MTWTF--				2	\$125.00	1.50			
		Week: 10/22/12	10/28/12	MTWTF--				2	\$125.00	1.50			
		Week: 10/29/12	11/04/12	MTWTF--				2	\$125.00	1.50			
N 2	13	09/17/12	11/04/12	M-F 6a-7a	6a-7a		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				1	\$300.00	2.00			
		Week: 09/24/12	09/30/12	MTWTF--				1	\$300.00	2.00			
		Week: 10/01/12	10/07/12	MTWTF--				1	\$300.00	2.00			
		Week: 10/08/12	10/14/12	-----				0	\$0.00	1.50			
		Week: 10/15/12	10/21/12	MTWTF--				1	\$300.00	2.00			
		Week: 10/22/12	10/28/12	MTWTF--				1	\$300.00	2.00			
		Week: 10/29/12	11/04/12	MTWTF--				1	\$300.00	2.00			
N 3	13	09/17/12	11/04/12	M-F 6a-7a	6a-7a		:15				NM	12	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				2	\$150.00	2.00			
		Week: 09/24/12	09/30/12	MTWTF--				2	\$150.00	2.00			
		Week: 10/01/12	10/07/12	MTWTF--				2	\$150.00	2.00			
		Week: 10/08/12	10/14/12	-----				0	\$0.00	1.50			
		Week: 10/15/12	10/21/12	MTWTF--				2	\$150.00	2.00			
		Week: 10/22/12	10/28/12	MTWTF--				2	\$150.00	2.00			
		Week: 10/29/12	11/04/12	MTWTF--				2	\$150.00	2.00			
N 4	13	09/17/12	11/04/12	M-F 7a-8a	7a-8a		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				1	\$300.00	1.50			
		Week: 09/24/12	09/30/12	MTWTF--				1	\$300.00	1.50			
		Week: 10/01/12	10/07/12	MTWTF--				1	\$300.00	1.50			
		Week: 10/08/12	10/14/12	-----				0	\$0.00	1.50			
		Week: 10/15/12	10/21/12	MTWTF--				1	\$300.00	1.50			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 09/17/12 - 11/04/12	<u>Product</u> Mayor	<u>Estimate #</u> 318
<u>Advertiser</u> McAdams/D/Mayor		<u>Original Date / Revision</u> 08/06/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				1	\$300.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				1	\$300.00	1.50			
N 5	13	09/17/12	11/04/12	M-F 7a-8a	7a-8a		:15				NM	12	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				2	\$150.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				2	\$150.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				2	\$150.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				2	\$150.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				2	\$150.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				2	\$150.00	1.50			
N 6	13	09/17/12	11/04/12	M-F 8a-9a	8a-9a		:15				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$150.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				1	\$150.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				1	\$150.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				1	\$150.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				1	\$150.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				1	\$150.00	1.50			
N 7	13	09/17/12	11/04/12	M-F 530p-6p	530p-6p		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$300.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				1	\$300.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				1	\$300.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				1	\$300.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				1	\$300.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				1	\$300.00	1.50			
N 8	13	09/17/12	11/04/12	M-F 530p-6p	530p-6p		:15				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$150.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				1	\$150.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				1	\$150.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				1	\$150.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				1	\$150.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				1	\$150.00	1.50			
N 9	13	09/17/12	11/04/12	M-F 9p-1005p	9p-1005p		:15				NM	12	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				2	\$500.00	3.50			
Week:		09/24/12	09/30/12	MTWTF--				2	\$500.00	3.50			
Week:		10/01/12	10/07/12	MTWTF--				2	\$500.00	3.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				2	\$500.00	3.50			
Week:		10/22/12	10/28/12	MTWTF--				2	\$500.00	3.50			
Week:		10/29/12	11/04/12	MTWTF--				2	\$500.00	3.50			
N 10	13	09/17/12	10/28/12	FOX Prime Tuesday 7-8p	7p-8p		:15				NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$2,500.00	6.50			

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													Totals	
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----				1	\$2,500.00	6.50				
Week:		10/01/12	10/07/12	-----				0	\$0.00	6.50				
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50				
Week:		10/15/12	10/21/12	-----				0	\$0.00	6.50				
Week:		10/22/12	10/28/12	-T-----				1	\$2,500.00	6.50				
N 11	13	09/17/12	11/04/12	Sa 7a-9a	7a-9a		:15				NM	6	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-				1	\$125.00	2.00				
Week:		09/24/12	09/30/12	-----S-				1	\$125.00	2.00				
Week:		10/01/12	10/07/12	-----S-				1	\$125.00	2.00				
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50				
Week:		10/15/12	10/21/12	-----S-				1	\$125.00	2.00				
Week:		10/22/12	10/28/12	-----S-				1	\$125.00	2.00				
Week:		10/29/12	11/04/12	-----S-				1	\$125.00	2.00				
N 12	13	09/17/12	11/04/12	Su 7a-9a	7a-9a		:15				NM	6	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S				1	\$125.00	2.00				
Week:		09/24/12	09/30/12	-----S				1	\$125.00	2.00				
Week:		10/01/12	10/07/12	-----S				1	\$125.00	2.00				
Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00				
Week:		10/15/12	10/21/12	-----S				1	\$125.00	2.00				
Week:		10/22/12	10/28/12	-----S				1	\$125.00	2.00				
Week:		10/29/12	11/04/12	-----S				1	\$125.00	2.00				
N 13	13	09/17/12	11/04/12	Su 9p-1005p	9p-1005p		:15				NM	6	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S				1	\$500.00	3.00				
Week:		09/24/12	09/30/12	-----S				1	\$500.00	3.00				
Week:		10/01/12	10/07/12	-----S				1	\$500.00	3.00				
Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00				
Week:		10/15/12	10/21/12	-----S				1	\$500.00	3.00				
Week:		10/22/12	10/28/12	-----S				1	\$500.00	3.00				
Week:		10/29/12	11/04/12	-----S				1	\$500.00	3.00				
Totals										211.50		99	\$30,300.00	

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	34	\$12,600.00	\$10,710.00
10/01/12 - 10/28/12	49	\$13,900.00	\$11,815.00
10/29/12 - 11/04/12	16	\$3,800.00	\$3,230.00
Totals	99	\$30,300.00	\$25,755.00

Signature: _____ Date: _____

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Buy Detail Report

Revision #: Date: 7/9/2012

Client: Ben McAdams for Salt Lake County Mayor
Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30
Estimate: 318
Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/4/2012 04:59 AM
Buyer: Amanda Chew
Vendor: KSTU-TV
Send Billing To: Love Communications
 546 S. 200 W
 Salt Lake City, UT 84101
Phone: 801-519-8880
Fax: 801-519-8884
E-Mail: jeff.bruderer@fox13now.com
Phone: 801-536-1305 801-856-1611 C
Fax: 801-536-1334

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 9/17	9/24	10/1	10/15	10/22	10/29	Total Spots	Adults 25-64 Rtg/CPP
KSTU-TV												
1	MTuWThF 5:30a- 6:00a Fox 13 Good Day Utah 5:30am	\$125.00	\$106.25	30	2	2	2	2	2	2	12	1.5 \$83.33 \$70.83
2	MTuWThF 6:00a- 7:00a Fox 13 Good Day Utah 6am	\$300.00	\$255.00	30	1	1	1	1	1	1	6	2.0 \$150.00 \$127.50
3	MTuWThF 6:00a- 7:00a Fox 13 Good Day Utah 6am	\$150.00	\$127.50	15	2	2	2	2	2	2	12	2.0 \$75.00 \$63.75
4	MTuWThF 7:00a- 8:00a Fox 13 Good Day Utah 7am	\$300.00	\$255.00	30	1	1	1	1	1	1	6	1.5 \$200.00 \$170.00
5	MTuWThF 7:00a- 8:00a Fox 13 Good Day Utah 7am	\$150.00	\$127.50	15	2	2	2	2	2	2	12	1.5 \$100.00 \$85.00
6	MTuWThF 8:00a- 9:00a Fox 13 Good Day Utah 8am	\$150.00	\$127.50	15	1	1	1	1	1	1	6	1.5 \$100.00 \$85.00
7	MTuWThF 5:30p- 6:00p Fox News at 530P	\$300.00	\$255.00	30	1	1	1	1	1	1	6	1.5 \$200.00 \$170.00
8	MTuWThF 5:30p- 6:00p Fox News at 530P	\$150.00	\$127.50	15	1	1	1	1	1	1	6	1.5 \$100.00 \$85.00
9	MTuWTh 9:00p-10:00p Fox News at Nine	\$500.00	\$425.00	15	2	2	2	2	2	2	12	3.5 \$142.86 \$121.43
10	Tu 7:00p- 8:00p	\$2,500.00	\$2,125.00	30	1	1	0	0	1	0	3	6.5



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Client: Ben McAdams for Salt Lake County Mayor
Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30
Estimate: 318
Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/4/2012 04:59 AM
Buyer: Amanda Chew
Vendor: KSTU-TV
Send Billing To: Love Communications
 546 S. 200 W
 Salt Lake City, UT 84101
Phone: 801-519-8880
Fax: 801-519-8884
E-Mail: jeff.bruderer@fox13now.com
Phone: 801-536-1305 801-856-1611 C
Fax: 801-536-1334

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 9/17	9/24	10/1	10/15	10/22	10/29	Total Spots	Adults 25-64 Rtg/CPP
KSTU-TV												
Glee												
11	Sa 7:00a-9:00a Good Day Utah Weekend Edition - Saturday	\$125.00	\$106.25	15	1	1	1	1	1	1	6	\$384.62 \$326.92 2.0
12	Su 7:00a-9:00a Good Day Utah Weekend Edition - Sunday	\$125.00	\$106.25	15	1	1	1	1	1	1	6	\$62.50 \$53.13 2.0
13	Su 9:00p-10:00p Fox News at Nine	\$500.00	\$425.00	15	1	1	1	1	1	1	6	\$62.50 \$53.13 3.0
Total Spots: 17 17 16 16 17 16 Total GRP/GIMP(Mil): 38.5 38.5 32.0 32.0 38.5 32.0 Total CPP/CPM:											99	\$166.67 \$141.67 211.5 \$143.26 \$121.77
Total Cost:											99	

Disclaimer: